

Executive Overview

Zoom Video Communications, Inc. (NASDAQ: ZM) brings teams together to get more done in a frictionless video environment. The easy, reliable, and innovative video-first unified communications and Contact Center platform provides video meetings, voice, webinars, and chat across desktops, phones, mobile devices, and conference room systems. Zoom helps enterprises create elevated experiences with leading business app integrations and developer tools to create customized workflows.

Product & Service Offerings

Zoom Meetings & Chat

Zoom Meetings provide HD video, audio, and content sharing across mobile, desktops, telephones, and conference room systems. Zoom Meetings are easy, reliable, and secure to host and join. They feature MP4/M4A cloud/local recording (with transcripts), video breakout rooms, screen sharing with co/annotation, and other powerful collaboration tools to help your team get more done together. Persistent, cross-platform chat is a feature of Zoom Meetings that enables users to chat and share files 1-1 or in groups.

Zoom Phone

Zoom Phone is a cloud phone system available as an add-on to Zoom's platform. Support for inbound and outbound calling through the public switched telephone network (PSTN) and seamlessly integrated telephony features enable customers to replace their existing PBX solution and consolidate all of their business communication and collaboration requirements into their favorite video platform.

Zoom Contact Center

Zoom Contact Center is an omnichannel contact center solution that is optimized for video and integrated into the same Zoom application that people know and love. This allows for a simplified agent and supervisor experience where all call handling, analytics, and reporting occurs in the same Zoom client. There is no need to deploy additional software to manage as all administrative activities occur within a single pane of glass.

Zoom Video Webinars

In Zoom Video Webinars, up to 100 video panelists can present with video, audio, and screen sharing with up to 10,000 view-only attendees. These webinars feature registration options (with reminder and follow-up emails), reporting, Q/A, polling, raise a hand, attention indicators, and MP4/M4A recording (with transcripts), and can stream to YouTube and Facebook Live to reach an unlimited live audience.

Conference Rooms and Workspaces - Zoom Rooms & Conference Room Connector

Zoom Rooms is Zoom's software-based conference room system. It features video and audio conferencing, wireless content sharing, and integrated calendaring running on off-the-shelf hardware. It's the perfect solution for conference, huddle, and training rooms, as well as executive offices, clinics, and classrooms. Zoom Rooms also features a Scheduling Display to allow you to see upcoming meetings and schedule meetings on-the-fly. Digital Signage, another extension of Zoom Rooms, enables you to display content throughout your entire organization. Zoom's Conference Room Connector brings traditional SIP/H.323 conference room systems from Polycom, Cisco, and others into the Zoom cloud to meet with anyone on any device.

Sales Engineer Take On Best Fit

Zoom offers a comprehensive, AI-powered collaboration platform that combines team chat, phone, whiteboard, meetings, contact center, and more. Because Zoom's easy to program platform includes industry leading UCaaS, CCaaS, and collaboration services, Zoom is a perfect solution for organizations or individual departments looking to solve business problems with a "unified" platform solution.

Zoom's entire portfolio is deeply integrated with AI, and, in my opinion, it is an industry leader in their rate of development and end-user adoption. With their intuitive interface, top-tier security, and innovative features, Zoom has transformed the way the world connects and engages. Zoom is not just a tool, it is a complete communication powerhouse designed to boost productivity and customer satisfaction.

- Dave Watson, UC/CC/AI FSE

Key Features & Differentiators

Zoom is different because it is architected differently. It is the only true video-first unified communications and contact center platform, and features a unique architecture that gives it unmatched reliability:

- **Scalability:** Their distributed data center network (as opposed to the traditional centralized approach) and multimedia routing (which supports 15x more participants than multipoint control units, the choice of legacy systems) both give Zoom massive scalability, supporting meetings with thousands of video participants without sacrificing quality or reliability.
- **Quality/Reliability:** Multi-bitrate encoding allows Zoom to adjust the video streams we send based on the device or network and their proactive quality-of-service application layer optimizes the video, audio, and screen-sharing experience for each device and bandwidth, both resulting in the best possible user experience across any network.
- Zoom supports over 200M meeting participants a day and is a leader in innovation with over 300 features and enhancements added per year.

Top Industries Served

- Healthcare
- Information Technology
- Media & Entertainment
- Education

Ideal Customer Profile

- **CEO:** Teams are not collaborating/building relationships across distances, communications tools aren't supporting modern, a global workforce, bring acquisitions/remote employees/new employees into the fold, failures in both day-to-day and high stakes meetings (all hands, board meetings), company culture not cohesive, trying to be a more modern/agile company, time wasted joining meetings
- **CIO/CTO:** Lack of control/governance (employees choosing their own solutions - BYOD/A), security, support tickets waste team time, maintenance costs (ex: PSTN solutions and proprietary hardware room solutions), doesn't scale to new locations, unhappy end users, low adoption
- **Mid-Level IT/AV:** unhappy or confused users, aging systems difficult and expensive to maintain, maintaining/supporting a variety of communications systems to support a variety of use cases, having to staff hot rooms, high-profile tool failures at all-hands or executive meetings
- **Universal Drivers:** Ease of use for end-users, connect any device/endpoint, high-quality experience, reliability, and affordability across all segments, verticals, and geographies.

Qualifying & Technical Questions

1. What's the most important priority to you with video collaboration? Why?
2. What would you like to accomplish with Zoom, drive sales, expand the market, etc.?
3. What features are you currently using in your existing solution? What are some specific features you require but do not currently have?
4. What do you do for IM and Presence today? What do you do for voice today - on-prem vs. PBX?
5. In what ways would your company benefit from having all internal and customer facing communications occurring on the same platform?

Elevator Pitch

Zoom offers a simple, reliable, and innovative platform for video-first unified communication and contact center engagements that provide a unified client for phone, video meetings, webinars, and team chat. Zoom is different because it is architected differently. It's the only platform that was built with video as its foundation, giving it reliability and scalability for global customers like Walmart, Uber, ServiceNow, University of Southern California, Cardinal Health, and Hubspot.

Objections & Rebuttals

A change in this area isn't a focus for us at the moment.

Is the velocity of business agility & innovation a focus? Is there a need to improve the employee experience to keep up with the changing workforce? 75% of the global workforce will be made up of millennials by 2025, and 91% of them say technology influences their job choices among similar offers

We don't have the budget.

Is your goal from a budgeting perspective to shift dollars from Capex to Opex? Zoom can help consolidate multiple communication tools freeing up resources and costs + provide a predictable budget - it's 100% subscription-based.

We already have a substantial investment in UC

Scale of 1-10, how would your employees and customers rate the user experience currently? Why not a 10/10? Zoom has NPS (Net Promoter Score) of over 70 (paid users)